## ABSTRACT OF THE DISCLOSURE

A method and an apparatus for controlling a real-time multimedia data generation rate, according to a wireless channel state, in a wireless communications system includes two different embodiments of methods for controlling a real-time multimedia data generation rate, i.e., an open-source control method and a closed-source control method. In the open source method, the real-time multimedia data generation rate is controlled using a transmission buffer state of a wireless medium access control (MAC) module of a wireless terminal and other information, such as a packet loss rate. In the closed source method, the appropriate real-time multimedia data generation rate of an application program, which generates multimedia data in real time in a wireless terminal, is directly applied from an access point (AP) or determined through negotiation with a wireless AP.